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September 1, 2004

FACSIMILE TRANSMISSION SHEET

TO: Examiner James W. Myhre
U.S. Patent and Trademark OfficeCLIENT NO.: 20098
MATTER NO.: 2
COUNTRY CODE: US
EXTENSION:

FAX NO.: 703-872-9306

FROM: Mark G. Hanley

PAGES: 14
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Attorney Docket No.: 20098/2-US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Richard C. ZORN) I hereby certify that this
U.S. Serial No.	: 09/747,950) correspondence is being facsimile
Filed	: December 27, 2000) transmitted to the U.S. Patent and
Title	: TARGETED ADVERTISING) Trademark Office (Fax No. (703)
	BROCHURE AND METHOD) 872-9306) on this date:
	FOR ITS USE)
Art Unit	: 3622) September 1, 2004
Examiner	: James W. Myhre)
) 
) Mark G. Hanley
) Registration No. 44,736

RESPONSE TO THE OFFICE ACTION DATED AUGUST 26, 2004

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the official action dated August 26, 2004, the applicant submits herewith a revised response including the mark ups of the amendments that were unintentionally omitted in the previous response. Please enter the following amendments and consider the following remarks.

Amendments to the specification begin on page 2 of this paper.

Amendments to the claims begin on page 6 of this paper.

Remarks begin on page 12 of this paper.